

Minutes of the Academic Subcommittee Web Meeting

July 12, 2006
12:30 PM-1:40 PM

Attendees: Neil S. Levy, DO, Host
Tamara Deuser, MD
Carrie Kroll
Barry Lachman, MD
Agenda: Attached

III. Determination of Goals:

The goals of the committee were reviewed and discussed. There was a comment that this subcommittee was only to focus on promoting ImmTrac. After discussion, the consensus was to identify ways to outreach to the academic community, students, residents, and practicing physicians.

IV. Methods of Reaching the Relevant Parties

The primary care specialties to be targeted include:

- Family Practice
- Pediatrics
- Internal Medicine
- Obstetrics and Gynecology.

ImmTrac education should be directed to these providers.

It was noted that Maryland had instituted office audits of EPSDT (Texas Health Steps) to improve penetration and compliance. This appeared to be a labor-intensive, very costly program and did not seem feasible at this time for Texas.

Lectures to medical societies were considered to be a good approach.

Development of a tool to be used by PCPs in the office for tracking immunizations that could easily be sent to ImmTrac on the internet would be a great help in promoting ImmTrac and identifying areas of noncompliance with recommendations.

V. Literature and Tools

Dr. Deuser noted that there likely was link for immunization learning at the TAFP website. Links to this could be established from the AAP, TOMA, and TMA websites.

Carrie Kroll discussed the literature available from the AAP and noted that there was a potential cost involved. The possibility of sharing this material with the other specialty groups without cost was discussed.

Use of technological tools for dissemination of information was promoted by Dr. Lachman. The use of podcasts and iPods, digital disks, and memory sticks to upgrade physician knowledge could make information available to use on their

home or office computers; or in the case of iPods, while engaging in other activities such as workouts. It was noted that one pharmaceutical company gave away reusable memory sticks that contained their advertising. When completed, the information could be erased and the 32M memory stick could be used for other data.

VI. Recruiting Volunteers to work with this committee.

Consideration was given to the following optimal targets:

- Residency Directors of Family Practice, Pediatrics, Internal Medicine, and Obstetrics and Gynecology training programs.
- Local coalitions: A connection is needed between TISWG and DSHS. This may already exist, but it is not evident to this committee who the contact people are.
- Connection to the local Regional Health Departments.
- TISWG managers should assign a TISWG staff person to be part of each subcommittee to facilitate the committee and act as a resource for information and connectivity with DSHS.
- More information is needed on how to contact local coalitions.
 - i. ImmTrac: need information on how effective and how penetrated the program is at this time
 - ii. National Health Association of Service Corporations
 - iii. Texas Community Health Centers

VII. Engaging the support of the pharmaceutical industry

- Sanofi-Pasteur, Merck, Wyeth, GSK
- It appears that it would be in their interests to sponsor and promote the AAP/ACIP/NIP protocols.
- Promotional materials, lecture dinners/lunches, and providing speakers for society meetings.

VIII. Recommendations

- Report to TISWG on the results of this meeting
- Create a TO DO list

IX. Future meetings

- The committee will consider meeting in Austin on the evening before the next TISWG meeting to review the results of our TO DO list and make final corrections to the minutes. Contact will be by email.

Neil S. Levy, DO, MBA, FACOP, FAAP

TODO LIST

1. Carrie to send me a list of insurance companies who connect with ImmTrak for dissemination to the committee
2. Dr. Deuser to check on state medical meeting where lectures could be presented on immunizations and current practices.
3. Carrie to check on the AAP sharing literature with other specialty groups at no charge.
4. Dr. Lachman to investigate whether this would be a suitable project for the American Medical Student Association.
5. Carrie to contact TMA and provide the name of the individual who organizes CME programs.
6. Dr. Levy to organize the minutes and provide copies to the committee members for review and corrections.